

Proposed Short North Parking Pilot Program



THE CITY OF
COLUMBUS

ANDREW J. GINTHER, MAYOR

DEPARTMENT OF
PUBLIC SERVICE

Agenda

- Brief background
- Review public feedback
- SN Parking Pilot legislation
- Review revised parking proposal
- Next steps



- DESMAN is a nationally recognized planning, architectural and structural engineering firm specializing in parking
- Founded in 1973, DESMAN has served public, private and institutional Clients and Owners throughout the U.S. and abroad
- DESMAN's consulting and planning staff has demonstrated experience and expertise in creating unique concepts and solutions for very specific programs, strategic programming and master planning



- Industry knowledge and similar experience with subject matter uniquely qualifies DESMAN to serve as a reviewer and advisor to the City as it refines and implements the SN Pilot Program
- Clients include:

Detroit, MA

Covington, KY

Montgomery Co., MD

Pittsburgh, PA

Green Bay, WI

Los Angeles, CA

Chicago, IL

Burlington, VT

Tuscan, AZ

Cleveland, OH

St. Louis, MO

Oklahoma City, OK

Buffalo, NY

Niagara Falls, NY

Portland, OR

New Haven, CT

Dayton, OH

Harrisburg, PA

Hartford, CT

Asbury, NJ

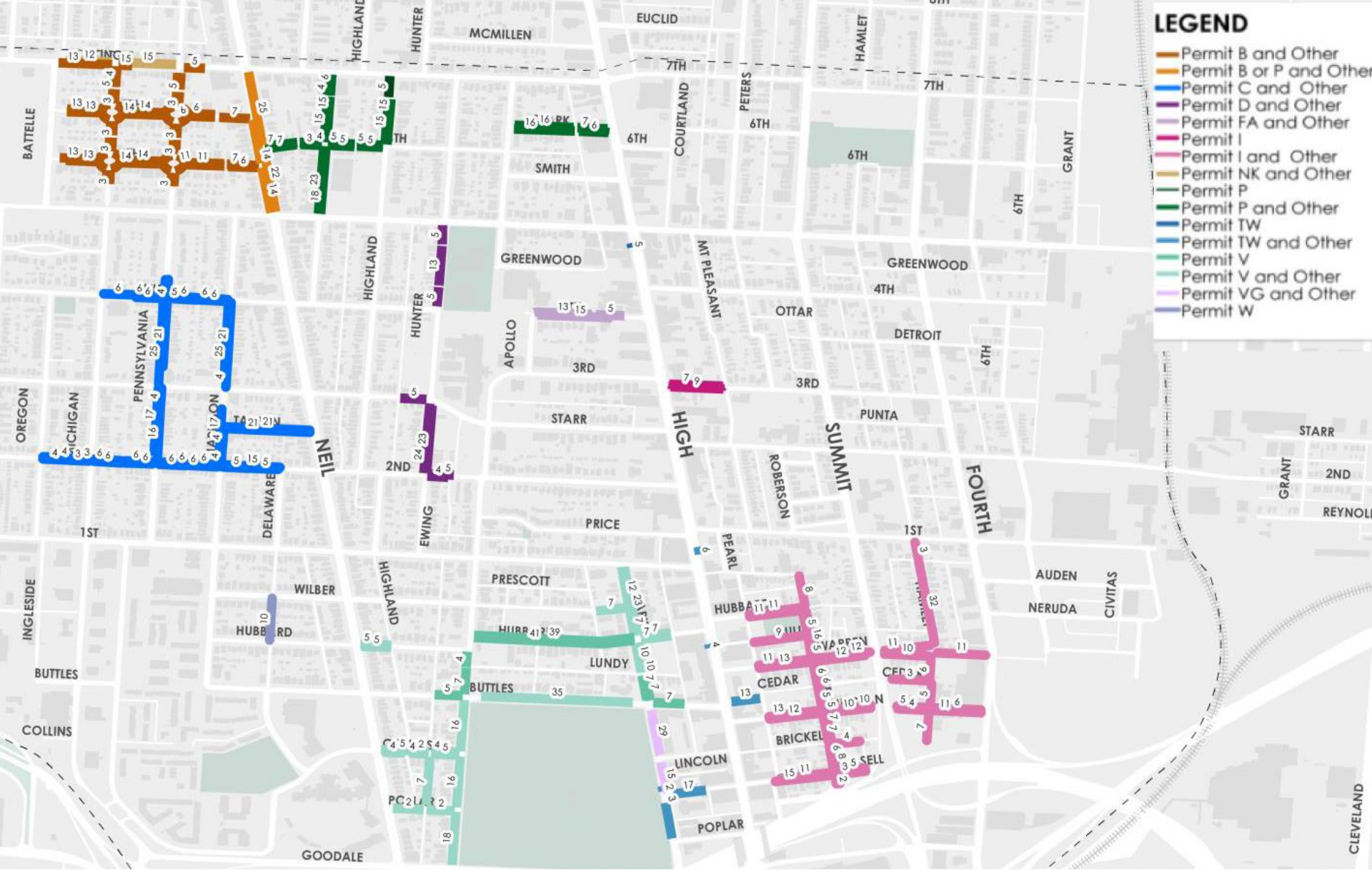
Richmond, VA

SN Parking Study

- A parking study was commissioned in 2014
- Goals included:
 - Provide convenient and available parking
 - Protect residential streets
 - Balance parking access with multimodal access
 - Financial sustainability
 - Economic development
- Consultants conducted open houses, stakeholder interviews, and an online survey to gather feedback

Key Findings from Study

- Parking is most challenging in the evening hours
- Majority of customers stay longer than 2 hours
- More than 62% of employees park less than one block away; less than 33% of customers park less than one block away
- Price is the least important factor; location, convenience and ease were most important
- Residents strongly agreed that changes are needed to permit parking



Existing Permit Parking Areas

Study Recommendations

- Use demand based pricing to generate turnover
- Formalize employee options and encourage employer based incentives to use alternate forms of transportation
- Maximize on-street capacity through shared valet and loading zone, simplify signage and smaller parking spaces
- Revise residential permit program
- Improve pedestrian, bicycle and transit programs
- Encourage shared parking
- Improve enforcement technology
- Update zoning requirements and establish in-lieu process for new development

Where We Are Today

- The resident working group has been meeting since January 2016 to vet the study recommendations and provide feedback to the City
 - Short North Alliance
 - Short North Civic
 - Short North Foundation
 - Victorian Village Commission
 - Italian Village Commission
 - Italian Village Society
 - Harrison West Society
 - 2nd Ave resident
 - University Area Commission
 - Victorian Gate
 - Weinland Park Civic Association and Preserve the Short North were recently added

Where We Are Today

- In March, the City released the initial draft proposal to gather feedback
 - City Council public hearing
 - Well attended with many speakers offering feedback
 - 4 open houses
 - More than 300 attendees and comment forms
 - Online survey
 - More than 1,100 responses
 - Emails
 - More than 150 received
 - Met with Weinland Park Civic Association
 - Met with Preserve the Short North
 - Met with business owners
 - Met with garage owners
 - Met with the neighborhood liaison and police community liaison officer

Feedback: Overall Program

- General acceptance of proposed boundaries but some felt coverage area was excessive
- Many advocates for “permit only” restriction during the evening/overnight hours
- Many felt the proposed restrictions were too burdensome for residents
- Residents and business owners agree that area employee parking should be accommodated at remote locations to the extent possible

Feedback: Users with Special Needs

- Business owners should take some responsibility in addressing employee parking
- Condo owners should not be included in the multi-family provision
- High Street residents with no off-street or limited off-street parking need access to permits
- Permit parking and on-street restrictions pose concern for churches and schools

Feedback: Visitor's Perspective

- More than half of all visitors park in a garage when they can't find on-street parking
- Nearly half of all visitors would park in garages if it cost less than meters and garages were easier to find
- 66% of visitors stay in the district 1-3 hours, 32% stay more than 3 hours
- Nearly half of all visitors use ridesharing when using alternate modes of transportation to visit the district

Feedback: Program Specifics

- The annual fee of \$50 was excessive
- Residents want to maintain the existing visitor hangtag system
- One-day guest passes are too expensive and should be free
- Many liked the online system for obtaining one-day guest passes, but felt that requiring license plate data would be too cumbersome and invasive
- Enforcement is critical and must extend beyond 10pm

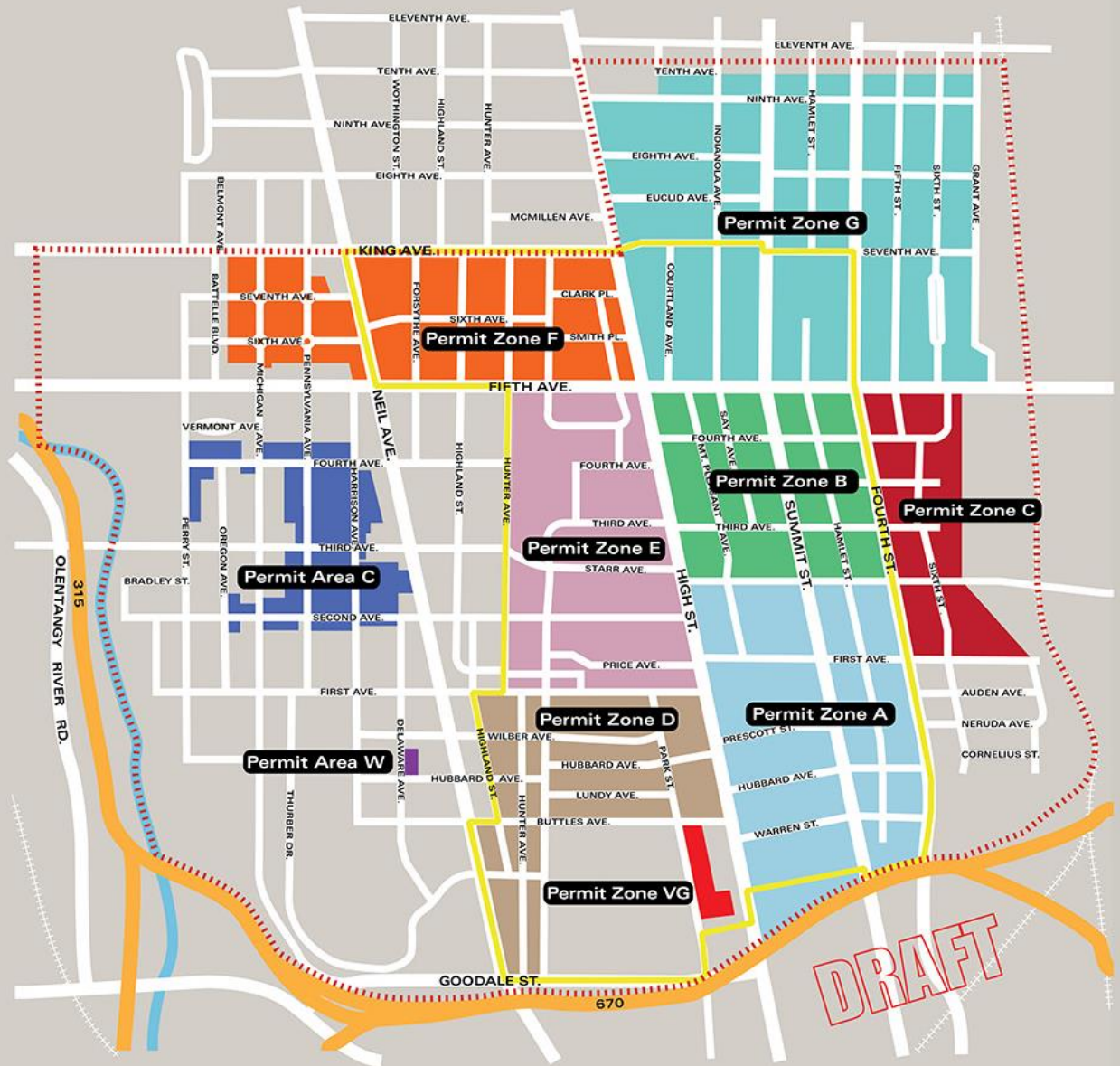
Proposed SN Pilot Legislation

- Simply “ENABLES” Public Service to move forward with the 3-year Pilot Program
- Sets forth intent, structure, process, term, departmental responsibilities relative to rollout and subsequent changes during pilot period
- **DOES NOT** include pilot program specifics concerning to zone boundaries, on-street restrictions, permit fees, enforcement hours, technology improvements, etc.
 - These details will be finalized prior to implementation

Proposed SN Pilot Legislation

- The proposed legislation
 - Establishes goals for the pilot
 - Specifies the term period of pilot
 - Boundaries for the entire pilot area
 - Give the Director of Public Service the authority to make changes throughout the pilot period without coming back to City Council for each change
 - Requires the Director to establish parking management targets to meet the program goals
 - Requires public meetings prior to implementation

Proposed SN Parking Pilot Boundaries



SN Parking Pilot Implementation

- Prior to implementation of final plan
 - Establish parking management targets to meet the program goals
 - Finalize zones and subarea boundary maps of impacted areas
 - Specify array of program details (i.e. on-street restrictions, enforcement hours, initial on-street parking rates, etc.)
 - Specify numerous program rules, regulations and procedures
 - Devise implementation plan for installing signage, permitting residents and operationalizing new technologies
 - Hold final series of public meetings

SN Parking Pilot Implementation

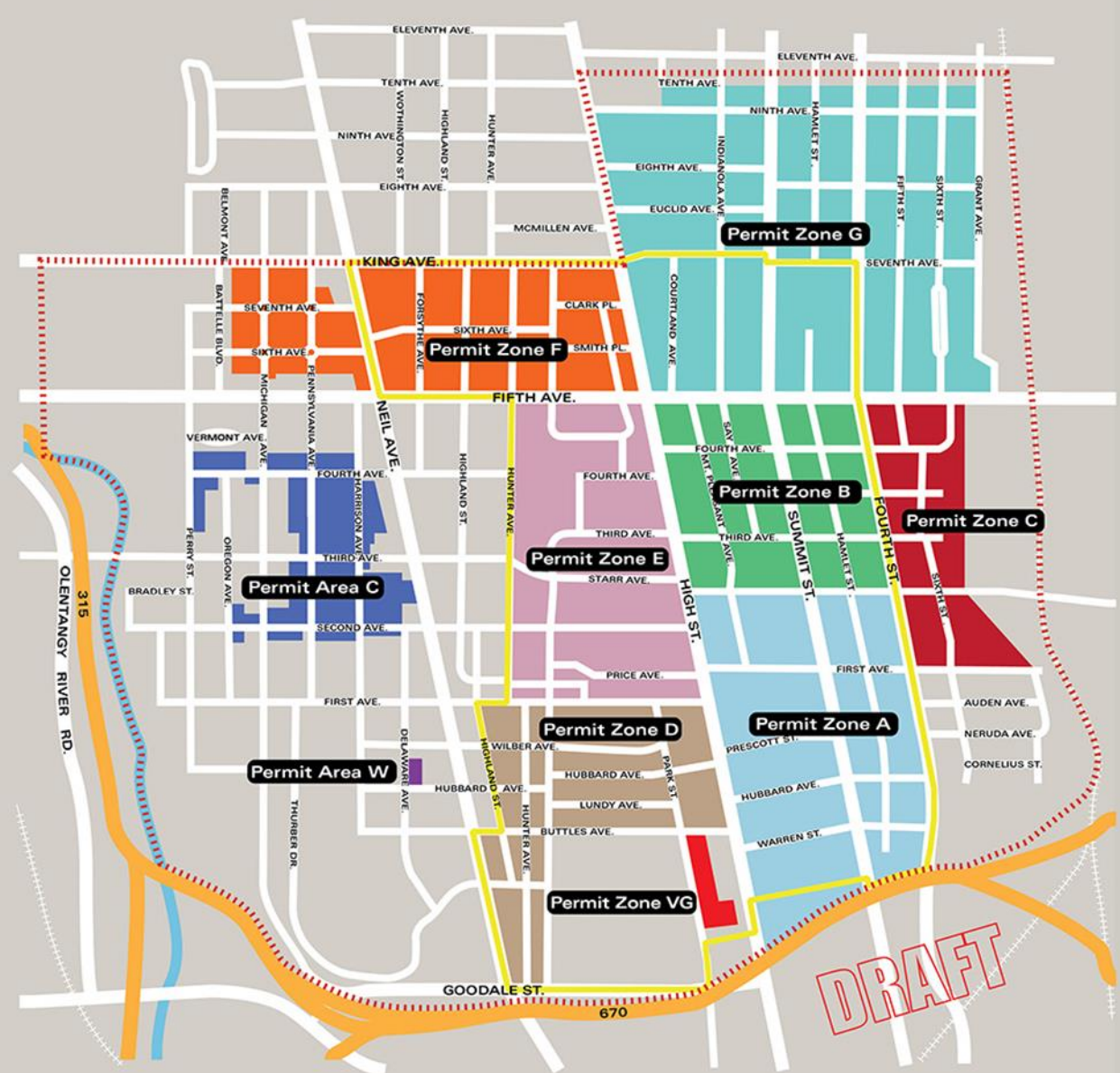
- Create a Parking Benefit District
 - 50% of annual revenue from on-street paid parking, after enforcement costs are covered, will be given to a 3rd party entity to do the following:
 - Employee Benefit Program
 - Business Patron Parking Validation Program
 - Safety Programs
 - Litter Clean-Up Program
 - Enhance Communications and Wayfinding

SN Parking Pilot Implementation

- Requires Public Service to annually evaluate and report on effectiveness of Pilot Program:
 - Changes to parking rates
 - On-street parking availability (supply/demand/changes)
 - Pay-by-cell statistics and performance
 - Parking citation issuance statistics
 - Revenue generation and program costs
 - Employee Benefits Program statistics and outcomes

Current Version of the Pilot Plan

- Since the completion of the public input forums, some aspects of the plan have been revised and other remain unchanged
- That which follows represents the Department of Public Service's latest thinking regarding the key aspects and elements of the plan
- These details are not incorporated in the enabling legislation for the Pilot



- Paid parking area**

- Permit Zone F**
977 spaces, 855 households, 1487 people

- Permit Zone E:**
584 spaces, 580 households, 921 people

- Permit Area C:**
434 spaces, 283 households, 546 people

- Permit Area W:**
10 spaces, 4 households, 8 people

- Permit Zone D:**
714 spaces, 860 households, 1343 people

- Permit Zone VG:**
44 spaces, 66 households, 89 people

- Permit Zone G:**
TBD spaces, 1288 households, 3050 people

- Permit Zone B:**
466 spaces, 430 households, 789 people

- Permit Zone C:**
306 spaces, 182 households, 376 people

- Permit Zone A:**
775 spaces, 1046 households, 1595 people

- Paid Parking Area:**
3789 spaces, 4402 households, 7188 people

Revised Permit Parking Zones

Revised On-Street Restriction

- **Daytime Monday – Friday 8am-4pm**
 - 6 hour restriction, starting rate \$1.00 per hour
- **Evening Monday – Friday 4pm-10pm**
 - 3 hour restriction, starting rate \$2.50 per hour
- **Overnight Monday – Friday 10pm-8am**
 - 3 hour restriction, free parking
- **Saturday**
 - 3 hour restriction, starting rate: \$2.50 per hour
- **Sunday**
 - 3 hour restriction, free parking
- **Zone F**
 - The Circle will maintain the existing daytime restriction
 - 3 hour restriction at all times due to daytime and evening activity

Revised Residential Permit Parking

- Two residential permits per household
 - Allows for unrestricted 24/7 parking within the respective zone at non-metered spaces
 - Proposed annual fee: changes from \$50 to \$25 per permit, per year
 - If purchased after June 30: \$15
 - Permits expire annually on January 31st
- Exploring the option of a permit fee waiver for income eligible residents

Revised Residential Permit Parking

- New multi-family dwellings or existing structures with a change of use to a residential use will not have access to residential parking permits
- Existing residential dwellings on High Street that have no off-street parking will be eligible for permits
- Existing multi-family dwellings
 - The City will hire an employee to determine eligibility requirements
 - Condo owners should be treated as homeowners but high-rise condos pose a challenge
 - Need to clearly define “access to off-street” parking

Revised Guest Hangtag and Passes

- Households that purchases a residential parking permit will be eligible for one reusable guest hangtag
- Each household will be eligible to purchase up to 100 additional one-day guest passes per year
 - One-day Guest Passes to be priced and available as follows:
 - 1 – one-day pass: \$2 each
 - 5 – one-day passes: \$10 each
 - 10 – one-day passes: \$20 each
 - 20 – one-day passes: \$40 each
- Unused purchased one-day guest passes expire at year-end

Revised Guest Hangtag and Passes

- Multi-family dwelling that are not eligible for a residential parking permit may be eligible for up to 100 one-day guest passes
- Purchasing one-day guest passes
 - May be purchased at PVB or the Permits Office
 - Guest will be required to write their license plate number on the guest pass
 - May be purchased online
 - Will require the permit holder to enter the license plate number of their guest

Revised Enforcement

- Critical to the success of the program
- Based on proposed on-street restriction, enforcement hours are planned for 8am to 2am
- Will require additional enforcement staff to operate two vehicles equipped with license plate readers during enforcement hours
- Essential for pay-by-cell visitor parking

Revised Enforcement

- License Plate Readers (LPR)
 - Enforcement confirms authorized license plate numbers from residential permits and pay-by-cell transaction databases
 - LPR enforcement does not pull any personal information
 - Personal information is accessed after a citation has been issued
 - LPR data retention policy to be set by City

Business Parking Permits

- Two permits per business
 - Allows holders unrestricted parking in designated zones
- High Street businesses
 - Annual fee: \$100 per permit
 - If purchased after June 30: \$50
 - Will expire annually on January 31st
- Off-High Street businesses
 - Annual fee: \$50 per permit
 - If purchased after June 30: \$25
 - Will expire annually on January 31st

Employee Parking Programs

- City will contract with 3rd party to administer
- Seed money to implement programs prior to changes in permit parking will be funded by anticipated in-lieu fees
- Parking Benefit District will be the sustainable funding source
- The City is partnering with MORPC to find solutions that are safe and affordable
- Examples of employee programs
 - Discounted rates in area garages, including downtown garages
 - Partnering with COTA to utilize Cbus and shuttles for late night employees
 - Free or discounted COTA bus passes
 - Free or discounted Car2Go and CoGo memberships
 - Emergency ride home program

Revised On-Street Payment

- Non-metered paid streets will be pay-by-cell only
 - Requires the user to download an application on a smartphone and set up a user account
 - If a visitor or guest does not have access to a smartphone, the user may call a toll-free number and pay for parking
 - Charges user a convenience fee
 - User will only have the ability to purchase 6 hours or 3 hours depending on the time of day
 - User will not have the option to purchase additional time in that zone
- Existing parking meters will also have the option to use pay-by-cell
- Pay-by-cell app will provide useful data about on-street parking on residential streets

Additional Considerations

- Churches and Schools
- Airbnb
- In-home businesses

Keys to Remember

- SN draft plan mirrors what other cities have done to achieve positive results
- Local circumstances call for a balanced approach to both neighborhood and commercial area needs
- Pilot approach offers flexibility and is proven to be effective in achieving optimal results
- Proposed starting on-street AM/PM parking rates are reasonable, slightly higher than garage rates but effectiveness has to be determined
- Pay-by-cell is fundamental to program and is what customers are starting to expect
- Virtual permitting permits with LPR enforcement is the way of future
- Change is necessary to improve the parking challenges

Next Steps

- Completion of two public meeting
 - July 6 at Goodale Park Shelterhouse, 5:30pm-7:30pm
 - July 13 at Junior Achievement, 5:30pm-7:30pm
- Completion of a City Council public hearing
 - July 19 in Council Chambers at 5:30pm
- If legislation passes, continue working on details of draft plan
- Upon finalizing the plan, hold more public meetings to present final plan and implementation plan
- Still working towards a January 2018 implementation

Question & Answer

<https://www.columbus.gov/publicservice/parking/proposed-short-north-pilot-program/>



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